

COURSE DETAIL

E-BUSINESS IN CHINA

Country

China

Host Institution

Fudan University

Program(s)

Shanghai Summer

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

108

UCEAP Course Suffix

S

UCEAP Official Title

E-BUSINESS IN CHINA

UCEAP Transcript Title

E-BUSINESS IN CHINA

UCEAP Quarter Units

4.00

UCEAP Semester Units

2.70

Course Description

This course introduces the development situation, distinctive characteristics, and application status of e-business in China, to have a good command of e-Business fundamental knowledge, as well as to promote international exchanges and cultural communication. The course contents mainly include the following three parts: development and status of e-business in China; basic knowledge of e-business and case study; design of cross-border e-business solutions. Through the analysis of both China's domestic cases and cross-border e-business cases, this course explores the key points of e-business customer analysis and business model design under different cultural backgrounds.

Language(s) of Instruction

English

Host Institution Course Number

MANA170008

Host Institution Course Title

E-BUSINESS IN CHINA

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

Course Last Reviewed

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